



THREE RINGS

THE BALLANTINE NEWSPAPER



Vol. 8, No. 4

P. BALLANTINE & SONS

April, 1964



Sales meeting audiences viewed "live" presentation showing new "Tote'm Home Plenty" promotional material and also saw filmed sequences from new commercials. To left of photo is Stan Sawyer, shown describing filmed action on screen.

Heap Big Campaign Says "Tote'm Home Plenty"

Ballantine salesmen take to the warpath May 1st to start the biggest summer sales promotion in our history.

Supported by the best signs this side of the Indian reservations, the prettiest maid since Pocahontas, and the steady beat of tom-toms during new radio and television commercials, the promotion will center around the theme, "Tote'm Home Plenty."

The aim is for consumers to tote plenty of Ballantine to their wig wams or pow wows in the coming months.

The "how" to get them to do it was the principal topic in a series of meetings for our salesmen and distributor personnel in the last few days in our main marketing areas. Using a full scale production with a Broadway cast to bring the selling points across, the travelling road show featured the beautiful "Miss Tote'm Home Plenty", played by Sharon K. Ritchie; and announcer Stan Sawyer.

With Miss Tote'm typifying the

gorgeous Indian gal to be seen on a variety of our point of purchase advertisements in the weeks to come, and with Sawyer explaining the highlights of the new campaign and unveiling the new television and radio commercials and other sales aids, the audience broke into spontaneous applause frequently.

Sawyer explained Tote'm Home Plenty will be what we call a Total Promotion, a plan with one goal — to generate more and more sales of Ballantine. To succeed, he said, Total Promotion must be a co-ordinated effort by all members of the selling and promotion team — and all their selling and promotion tools. All salesmen and all sales management must be on the same track.

Last, but by no means least, all other Ballantine employees and distributor personnel must beat the drums for Ballantine at every opportunity.

The stakes are high but if we win our sales will be "wow" and the competition will say "Ugh."



This and other point of purchase material will support the campaign.

Governor And Other Dignitaries Help Dedicate Packaging Center

New Jersey Governor Richard J. Hughes and 300 top business, government, trade, civic and labor leaders, joined Ballantine executives early this month for the dedication of our new packaging, warehousing and shipping center.

The event, which drew high praise from both New Jersey Senate and General Assembly members in a congratulatory resolution they unanimously adopted, attracted wide attention from newspapers, magazines and trade publications, and was also featured on both radio and television.

Highlights of the ceremonies, which were spearheaded by Governor Hughes and Ballantine President Carl W. Badenhausen, were a tour of the new packaging center, and a reception.

The dedication was officially celebrated later in the day at a luncheon in the Company cafeteria for guests and members of the press. Yankee sportscaster Jerry Coleman was the toastmaster.

At the luncheon, Governor Hughes presented his congratulations to Mr. Badenhausen, "and all my other friends at Ballantine", on the dedication of the new center and the completion of the plant expansion and modernization program. The Governor also referred to the resolution passed by the New Jersey Senate and General Assembly in which the legislative bodies expressed the high regard in which "they and the people of New Jersey hold the entire Ballantine organization."

Mr. Badenhausen, in a brief address, thanked the dignitaries for attending and sharing the dedication ceremonies. He added, "I want to speak today about just one thing, something we at Ballantine share with New Jersey. That something is progress."

"As you all know, New Jersey is celebrating its 300th anniversary this year. What you may not know is that Ballantine has been here in Newark during nearly half of that long span of history. We're proud of this fact."

"I am most familiar, of course,



Governor Richard J. Hughes and Ballantine President Carl W. Badenhausen are shown at the unveiling of our recently completed packaging, warehousing and shipping center.

with the more recent years, the 31 years since my brother Otto and I became a working part of this community and this state.

"We began in 1933 with little more than a foundation to build upon. The plant itself covered only 12 acres, today it covers 42. We had 300 employees, a family which has grown to about 4,000. During our first full year of operation we were able to brew only 250,000 barrels

of beer and ale. Today we have a capacity of over 6,000,000 barrels. Our fleet of trucks has grown from 30 to over 700, and I hope some of you have seen the first of our bright, new white and gold fleet, which will soon become as familiar in this area as our traditional blue and gold.

"We've had many milestones, many periods of growth. By the early 40's we had outgrown our brewing capacity, and were fortunate to learn that the owners of the Feigenspan brewery next door were interested in selling. We purchased Feigenspan in 1943 and its employees joined the Ballantine family. This made it possible for us to grow right here in Newark rather than in some other location.

"Progress, whether it involves a new plant, a new truck fleet, or a new packaging center, is built on hard decisions. Six years ago when our newest expansion which you have seen today was first discussed, it was only one of many ways we could expand. Our final decision was to keep our confidence in the people and the future of Newark and New Jersey.

"We are pleased today that we made that decision. Newark and New Jersey have been good to us, and we feel a sense of satisfaction

(Continued on page 2)

Facts About New Packaging Center

Design:
Started in 1959. Construction began in 1960. Finished this year.

Equipment:
Among the most modern available anywhere in the brewing industry.

Location:
On Ferry Street between Christie Street on the east and St. Charles Street on the west.

Size:
695,000 square feet or 15.72 acres (including all floors in packaging center complex). Distance around the new facility is one half mile.

Packaging:
Production facilities enable us

to fill and package 1,680,000 12 ounce cans per seven hour shift; 252,000 16 ounce cans per seven hour shift; 6,000,000 cans per day; 936,000 12 ounce bottles per seven hour shift; 234,000 quarts per seven hour shift; 2,500,000 bottles daily.

Warehousing:
Eight and a half acres under one roof. Overall storage capacity of 700,000 cases. We warehouse 174 different beer and ale packages.

Shipping:
Approximately 600 route trucks, tractor trailers leave the brewery daily; freight car capacity to load and unload 68 cars per day.

PINPOINTED . . .

Up The Ladder

Promotions in the news:

Frank Bruno, Jr. from messenger to addressograph machine operator, Credit.

Ronald Dailey from clerk 1, Bottling, to clerk 2, Warehousing.

Thomas Loughlin from traffic warehousing supervisor, Tillson Branch, to branch traffic manager, Rhode Island.

Donald McBride from supervisor 1 to supervisor 2, Warehousing.

Catherine Mullee from steno clerk to secretary, Credit.

Marge Dooley, from steno clerk to secretary, Bottling.

James Rush from management trainee, Washington branch, to district sales manager, New England Division.

* * *

Good Citizen's Award

Barbara Bennett, daughter of bottle driver **Luther Bennett**, was a recipient of the Daughters of the American Revolution's Good Citizen Award on April 2nd in Trenton . . . Barbara is a senior at Arthur L. Johnson Regional High School in Clark . . . she is a member of the National Honor Society and president of the Spanish National Society . . . She is also a cheerleader . . . the award was sponsored by the Church and Cannon Chapter, D.A.R., Springfield.

* * *

Fire Department Deputy Chief

Sales' **Walter Bauer** has been appointed Deputy Chief of the Ridgefield Park Fire Department, Division of Public Relations, Education and Information; Bureau of Fire Prevention . . . the appointment was made by Commissioner William A. Wagner . . . in his letter of appointment, Commissioner Wagner said, "Your devotion to the betterment of Fire Prevention and your willingness to serve the Fire Department in various capacities has helped Ridgefield Park become one of the leaders in Firematics in this state." . . . Walter was formerly a Captain in the department and is currently Executive Vice President of the New Jersey State Fire Prevention Association.

* * *

New Retirees

Two Quarter Century Club members, Accounting's **Theodore P. Gaillard** and Engineering's **Delafield Sparks**, were among seven new retirees in recent weeks . . . the other new retirees are the Garage's **John B. Casey**, Production Planning and Control's **Herschel R. Gordon**, Engineering's **Adam K. Jungmann**, Rhode Island Branch's **Walter E. Kalin** and Delivery's **John Lindner** . . . best wishes go to them all.

* * *

Re-Elected

Sales' **John Baldovin** has been re-elected second vice president of the Center Savings and Loan Association . . . the re-election took place at the annual stockholders' meeting of the organization.

* * *

New Self-Open Lid

Ballantine's self-open can fans are getting an extra benefit these days . . . all of our self-open shipments are now going out with new, improved self-open lids developed by major can companies . . . the high quality lids have tabs with rounded edges which makes for extra ease in opening.

* * *

Campy With Us Six Years

The start of the 1964 Major League baseball season also marks the sixth year of association between Ballantine and baseball great **Roy Campanella** . . . "Campy", as he is affectionately known by fans everywhere, conducts a Ballantine sponsored TV show, seen between the games of New York Yankee doubleheaders . . . in honor of his anniversary with us, Ballantine commended Campy in a full page advertisement . . . the message said in part, "Campy has earned a place as a television personality with poise, warmth and a rare sense of good humor. We are happy to have Roy Campanella as a spokesman for our products. Best wishes, Campy for many years of success."

* * *

Sales Awards

The H. G. Sears Co. of Massachusetts was presented the New England Division's 1963 Distributor Steuben Crystal Award recently, while our Rhode Island Branch received the Division's 1963 Branch honor . . . the awards are made as an expression of appreciation to the outstanding distributor and branch having the highest total sales increase at the end of each year . . . the Crystal Awards are engraved: "First in Sales, New England Division, P. Ballantine & Sons."

* * *

World's Fair Tickets Arrive

The Personnel Department has received the expected shipment of employee discount tickets to the World's Fair . . . the tickets are already going fast but while the supply lasts you can buy Fair tickets for \$1.35 instead of the \$2.00 you'll have to pay at the Fair . . . children's tickets are \$.68, compared to \$1.00 at the Fair . . . discount tickets are also available in Personnel for the attractions which will have Ballantine draught or packaged goods on sale exclusively.

* * *

Panel Member

Sales' **John Murphy** was a member of a panel discussion this month at the New York State Food Merchants Association's mid-year meeting in Puerto Rico . . . John was personally invited by the organization to take part.

New Packaging Center Dedicated

(Continued from page 1)

that we can continue to stimulate the general economy—from the contractors who built our new packaging center to the suppliers who will help us keep it busy moving more and more cases and barrels of good Ballantine Beer and Ale."

Mr. Badenhausen also used the occasion to praise the Ballantine employee family. He said, "the co-operation we got from our employees was vital in making any of our progress possible."

Mr. Badenhausen concluded his remarks with, "Proud as we are of our new growth here at Ballantine, I feel that it is merely typical of the kind of growth that has always been possible in New Jersey—a state that encourages industrial growth, that believes in the free enterprise system that has made all of America strong, and a state whose people are both energetic and level headed. We're happy to be here. We're happy we decided to stay."

Newark Business Administrator Paul Busse represented Mayor Hugh J. Addonizio, whose plane was grounded in Florida by bad weather. Busse read to the assemblage a speech which Mayor Addonizio had prepared for the event. In it, the Mayor said in part, "I am very proud to join with the entire Ballantine family of about 4,000 employees in the opening of this modern packaging center. It is further proof that Newark and Ballantine are inseparable."

"Just as they have been partners in progress since 1840 when the company was first established in this city—wherever Ballantine is served the name of Newark is also served."

"This modern packaging center is further proof of the rebirth that is taking place in Newark. The opening of this building and the entire program of modernization is indicative of the interest you have for your employees and for your community."

"For no program of improvement, in industry or municipality, can be undertaken without a sizable investment and a commitment for the future."

"We in government are making that commitment and that investment. And Ballantine today is showing its investment and its commitment not only to itself, but to the City of Newark—and for that I am extremely pleased and indebted to this great home-town company."

"Ballantine is more than just a corporate building. Working for Ballantine means working for Newark. They are participating in the civic rebirth of this community as well. From their president, who is a member of many boards and has participated in many civic programs, through its executive division—right on through its entire list of employees, the Ballantine employee has been an important contributor to this city's civic growth, social welfare programs, and economic development."

"We sometimes take for granted the activities that are performed by our citizens. But I congratulate all of you here on the work that you have done for Newark and urge you to continue in this important area."

"According to your company's tradition, the Ballantine name and trademark stands for Purity, Body and Flavor. I want to add a fourth ring—for Civic Service."



Many top level well-wishers were present for luncheon observing dedication of new packaging center.



One of our new route trucks stands by for loading in the packaging center.



Photo shows section of the warehouse where finished goods are stored. Fork lift trucks take palletized merchandise and set it in storage areas before being further loaded on railway cars, local route trucks or tractor trailers.

Official Recognition by the State of New Jersey

One of the highlights of the dedication ceremonies of the new packaging center was the presentation to Mr. Carl W. Badenhausen of the resolution praising Ballantine which was passed separately by the members of the New Jersey Senate and General Assembly. The Assembly resolution is reprinted below, and it is identical to the Senate's.

Whereas, P. Ballantine & Sons, one of New Jersey's largest employers and greatest industries, has just completed a multi-million dollar plant expansion and modernization program at its Brewery in the City of Newark; and

Whereas, the Ballantine firm has been noted throughout its 124 years in New Jersey for its outstanding corporate contribution to the welfare of the community; and

Whereas, it has been a long-time policy of the Ballantine firm and the associates therein to readily accept civic responsibility; and

Whereas, the members of the Assembly of the State of New Jersey are aware that Ballantine has long been a leader in its own industry and in fact is one of the largest brewers in the world; and

Whereas, in addition to Ballantine's noteworthy public-spirited activities its thousands of loyal employees are daily making invaluable contributions to the state and likewise to the many New Jersey communities in which they live; and

Whereas, the Ballantine firm has demonstrated once more its interest and faith in the State of New Jersey and City of Newark by meeting the needs of its growing business by expanding and modernizing its Newark plant:

Now, therefore, be it resolved, by the members of the General Assembly of the State of New Jersey:

1. That public utterance be given at this time to the high regard in which they and the people of New Jersey hold the entire Ballantine organization by congratulating and commending P. Ballantine & Sons and its employees in this manner on the completion of the multi-million dollar plant expansion and modernization program at the Ballantine Brewery in Newark, New Jersey; and

2. That the Clerk of the General Assembly shall cause a copy of this Resolution, signed by the Speaker of the General Assembly and attested by the Clerk, to be delivered to the President of P. Ballantine & Sons, Carl W. Badenhausen.

Yogi Pitching For Ballantine



Sponsored by...

Ballantine beer

New York Yankee Manager Yogi Berra, one of the major leagues' greatest all-time catchers, does some pitching for Ballantine in this point-of-sale advertisement calling attention to Ballantine's sponsorship of Yankee games on radio and television. The piece featuring Yogi is now posted in subway cars, on 500 New Jersey buses, and on posters in New Jersey and New York City. Yogi also gets the message across in short, Ballantine-sponsored, television and radio spot announcements.

Savings Bond Campaign To Start At Brewery

"Operation Security", a campaign designed to increase the number of employees buying U.S. Savings Bonds on the Payroll Savings Plan, will begin at the Brewery and our Branches early in May.

The campaign is part of a nationwide program aimed at building personal security and the country's strength.

Participants accumulate money to buy bonds by having the Payroll Department deduct so much a week from their paychecks. Employees determine how much they want to save and they can leave the plan at any time they choose or continue in it indefinitely.

U.S. Savings E Bonds now earn a rate of three and three quarter percent interest to maturity and they mature in seven years, nine months. That the savings mount quickly can be illustrated in the fact

that a person putting aside only \$6.25 a week for bonds, for seven years and nine months, will have a total of \$2,882.00 at the end of that time.

In addition, buying bonds via Payroll Savings is convenient, sure and safe, effortless and regular. Ballantine pays the cost of administering the plan as a service to employees. At present 1603 employees take part in the plan and together they save \$14,475.00 a week for the purchase of bonds.

Rudy Munz of Personnel is chairman of the bond campaign here. He will be assisted by a committee representing every department and branch in the Company. When your committee representative asks you to join Payroll Savings—be good to yourself and say yes. If you're already a member, help yourself even more by increasing the amount you want to save.

CLOSE TO HOME

It is with sincere regret we report the death of the following employees in the last few weeks:

Charles A. Moench, Pensioner. Charles, a former Yardman, started his Ballantine career in July, 1933 and retired at the end of 1957. That same year he joined the Quarter Century Club. His son, Charles, is a Bottler and his son, Andrew, is a Yardman. Charles, Sr. lived at 1 Marshall Street, Irvington.

Patrick Quaglietta, Yardman. Patrick started his Ballantine career in April, 1942. His brother, Joseph, is a Yardman. Patrick lived at 3 Hillside Avenue, Dumont.

Mrs. Nona Mezger Siesholtz, Pensioner. Nona joined Ballantine

in May, 1925 and retired in May, 1952. She joined the Quarter Century Club in 1950. Nona had been a Telephone Operator. She lived at 58 Elm Street, Beachwood, N. J.

Angelo W. Ruggiero, Pensioner. Angelo, a Draught Salesman at our Hamden, Connecticut Branch, before his retirement, started his Ballantine career in 1937 and joined the Quarter Century Club in 1962. He lived at 280 Fountain Street, New Haven, Connecticut.

Otto Fiedler, Pensioner. Otto, a member of the Quarter Century Club, had been a Draught Driver before his retirement in October, 1958. He started at Ballantine in February, 1934. He lived at 42 Tuxedo Parkway, Newark.

Letters Received Praising Employees

Fresh proof that courteous acts attract attention and reflect commendably on employees and our Company, was received here this month in two letters and a phone call.

One of the writers was Jules H. Bloom, Manager of the Novelty Bar, a Ballantine account in Newark. Mr. Bloom said, "No doubt your office receives complaints anent your many drivers and other employees. We often wonder if messages of a complimentary nature equal the former. For quite some time your driver Francis Mack, has been making draught deliveries to this establishment. This gentleman is a credit to your organization. Always helpful and most efficient, checking, and advising me as to my needs. He represents the type of service we desire but seldom receive. I would feel neglectful indeed, if I did not in some way show my appreciation for his efforts, both in our behalf, and in the interest of his company."

The telephone caller, Richard Nutt of North Bergen, told us that about a week ago he was out driving and had a flat tire. Before he had a chance to start changing the tire, Charles Lecuyer, a Ballantine Yardman, stopped and helped him. Mr. Nutt said that all the advertising on radio and television is wonderful, but that it is an act of this nature which really makes for good public relations.

The other writer, Henry G. Frank Sr. of Teaneck, had this to say: "When you 'Ask the man for Ballantine' it is possible that very few persons think of the Ballantine truck driver. But I do—and this letter is sent to express my appreciation, in behalf of myself and many commuters, to the Ballantine driver."

"Our bus journeys toward New York in the early morning, before 7:30 at Ridgefield Park. The bus approaches Route 6, Main Street and Winant Avenue, up a grade which is often made dangerous by snow and ice. Even on dry days the right turn there is hazardous because of heavy traffic. But on many occasions it has been our good fortune to meet a Ballantine truck at that intersection."

"While other automobiles continue on, cutting off the bus, the Ballantine driver remains back at a safe distance and permits this bus to make a safe turn."

"Today, two commuters spoke about the incident which I have personally observed a number of times. Both men agreed that this Ballantine driver was the best advertisement the company could have. Permit me to use this means to say thanks. We are truly grateful."

(Editor's Note: Because of the many Ballantine trucks on the road, the identity of the driver Mr. Frank refers to is hard to determine. In fact, it could be more than one. Whoever he is, or they are, it's obvious good will is being delivered as well as our products.)

Married

Edward V. Apicella, Hamden, Conn. Branch, was married to Jacqueline Panagrossi at a ceremony in East Haven, Connecticut.

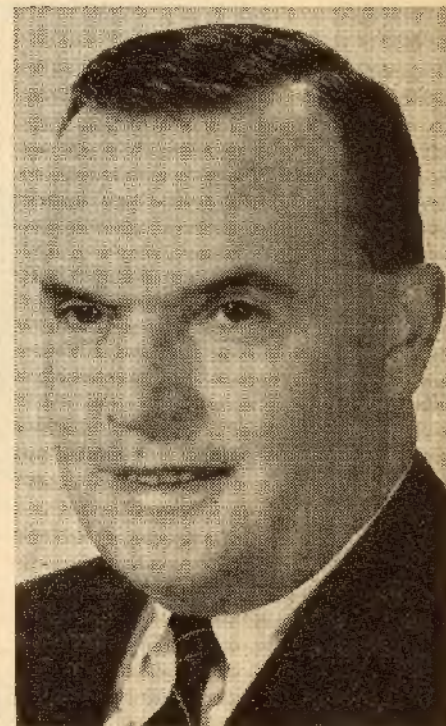
Carol Heuser, Advertising, was married to Carl Kaczmarek at a ceremony in Elizabeth.

Brewers' Assn. Elects Mr. Farrell President

Ballantine Vice President John E. Farrell has been elected president of the New Jersey Brewers' Association. The election was held at the annual meeting of the organization.

John W. McCaffrey, executive secretary of the NJBA, announced that other officers elected are: Thomas Liebmann, of Liebmann Breweries, vice president; and Robert L. Tiemann, of Anheuser-Busch, treasurer.

Mr. Farrell, with Ballantine since 1941, brings to his new post in the NJBA many years of experience in the affairs of the brewing industry on the state and national levels.



HEART ASSN. SAYS THANKS FOR AID

Dr. Ernest C. Hillman, Jr., President of the Essex County Heart Association has extended sincere thanks to Ballantine and Local 153 Trailer Drivers for assistance in transporting the Association's "Heartmobile" to its various exhibit locations.

The drivers volunteer their time and Ballantine supplies the tractors whenever the Heartmobile is to be shifted to a new exhibit spot.

In a letter sent to Local 153 President Nicholas Buydos, and posted on the drivers' bulletin board in the brewery, Dr. Hillman said in part,

"I hope you and your volunteer drivers will derive satisfaction in the knowledge that you are a very real part of our effort to bring to all the residents of Essex County an understanding of the causes of heart disease and what we are and what they can do about it."

"Your joining our other volunteers will go a long way in winning the fight against this 'American epidemic' which kills more people than all other causes combined."

"Again many thanks for your very important help."

Family Day Tickets on Sale

Tickets are now on sale for the seventh annual Ballantine Employees' Family Day at Yankee Stadium which will be held on Saturday, June 13th. The names of committee members selling the

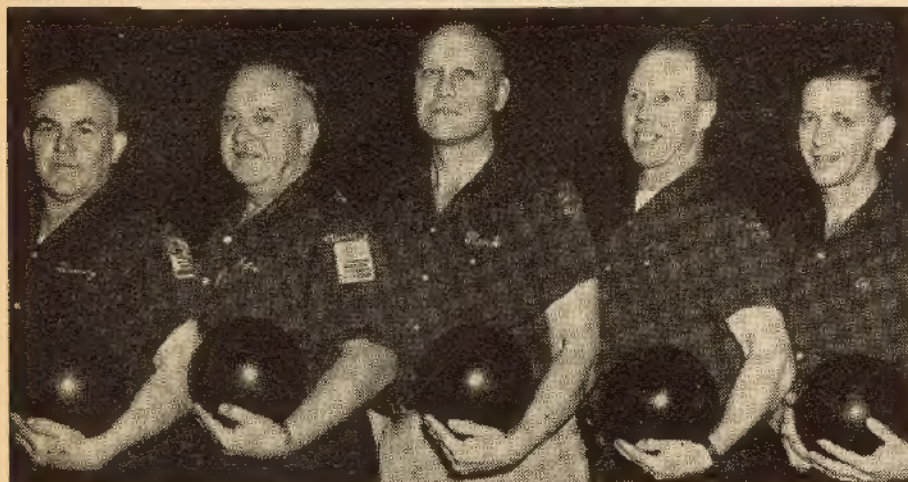
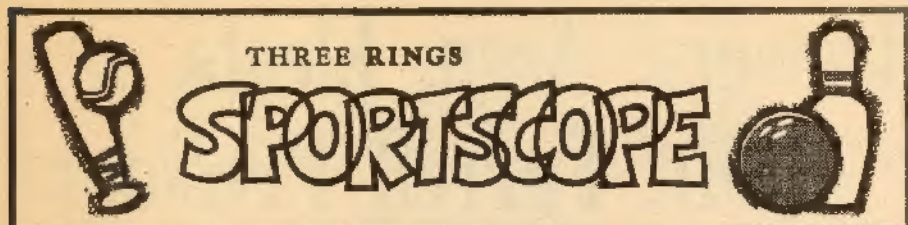
tickets are listed on the bulletin boards.

The Yankees will meet the Chicago White Sox in a single game the day the Ballantine group is at the stadium.

Reporters Group Honors Ballantine



White House Associate Press Secretary Andrew Hatcher, second from left, presents New York City Newspaper Reporters Association's 1964 Service Award to Ballantine Vice Presidents John E. Farrell and Carl S. Badenhausen, right, who accepted on behalf of the Company. Charles Grutzner, of the N.Y. Times, President of the Reporters Association, looks on. The presentation took place at what was Mr. Hatcher's last official appearance before he resigned his White House post to return to California.



WIN AGAIN — For the second year in a row the Golden Harvest team has won the Handy Division title and will represent that division in the roll-offs. From left are Ben Kaelin, John Ehasz, Captain Henry Frank, Joe Manning and Ed Sudnik. Ray Braunsreuter, also a member of the squad, is not shown.

Friday May 8 Set For Men's Bowling Roll-Offs

The Men's Bowling League Roll-Offs to decide the Company bowling championship will be held Friday night May 8th at the Bowlero in Clifton.

Five of the six roll-offs berths have already been filled by virtue of winning respective division titles. The division winners are Low Seniority in the Purity Division, Bottle Drivers 1 in the Body Division, Solid Five in the Flavor Division, Bottle Drivers 33 in the Three Ring Division and Golden Harvest in the Handy Division.

Rolls 665 in A.B.C. Tourney

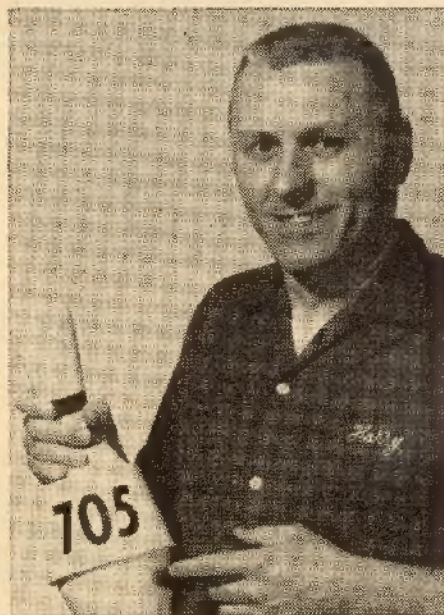
Ballantine's team entry in the American Bowling Congress tournament last month rolled well in competition with Luddy Santorini leading the way. Luddy scored a Ballantine team high with a 665 three-game series.

The sixth roll-offs entry will depend on which squad wins the Extra Fine Division title. The battle there is still red hot with the Pipe Shop and Supervisors teams both working hard for the honor. At this writing the Pipe Shop holds a slim edge over the Supervisors with just two nights of regular season action left. The division contest will end on May 6, just two days before the

roll-offs. The Supervisors team is the defending division and Company champion. The Pipe Shop squad had won both titles in 1962.

Of the five division titles already decided, only the Golden Harvest squad is a repeat winner.

705 Series



The best three-game performance in the men's bowling league in the last few years was turned in by Harry Drude late last month with a terrific 705 series in the Handy Division. Harry, a left-hander, rolls for the Bottlers 3 team. His squad finished in second place in the division standings.



IN SECOND — This is the 1840 Bloomer Girls team, now holding second place in the Girls' Bowling League. The 1840 Girls have their work cut out for them if they are to catch the league leading Mash Tubs squad. The Mash Tubs Team has a six and a half game edge with just three weeks of action left. In photo, from left, are Alma Witter, Kay Mullee, Ruth Woodward, Marie Jones and Betty Mertz. Betty Macfarlane, also a team member, was not present when photo was taken.

Check Your Tax

Are your income taxes being under-withheld? It is generally conceded that taxpayers in the middle to upper-middle income bracket may well end the year 1964 with a tax liability. This can happen because the withholding rate applied on Payrolls is lower than the actual tax rate in effect.

This discrepancy will not carry into 1965, for at this time the withholding rate will be equivalent to the actual tax rate.

If you are in doubt as to whether or not you will be faced with an added tax at year end, we suggest you compare the amount withheld with the tax you will be required to pay. These tables have been recently distributed to all employees.

If still in doubt, the answer can be given by any office of the Internal Revenue Service or your personal tax advisor.

New Arrivals

Mr. and Mrs. Richard Percoskie announce the birth of a daughter, Susan Patrice, in Mountinside Hospital, Montclair. She weighed six pounds, six and a half ounces. Dad works in Engineering.

Mr. and Mrs. Larry Szeliga announce the birth of a daughter, Melissa A., in Riverview Hospital, Red Bank. Melissa weighed eight pounds, 12 ounces. She joins two brothers in the Szeliga household. Dad works in Purchasing.

Mr. and Mrs. Jack Lehive announce the birth of a son, David Joseph, on March 9th. The new arrival weighed seven pounds, 11 ounces. Dad works at the Red Bank Branch.

Mr. and Mrs. Bart J. Durkin announce the birth of a daughter, Mary, in Muhlenberg Hospital. Mary weighed seven pounds, four and a half ounces. She joins two brothers and a sister in the Durkin household. Dad works in the Technical Department.

Mr. and Mrs. Walter A. Baker announce the birth of a son, Walter A., Jr. in St. Agnes Hospital, Baltimore. He weighed four pounds, 14 ounces. Dad works at our Baltimore, Md. Branch.

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Plant and Branch Reporters

Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Credit, Ruth Brennan; Engineering, Jane Brozowski; Sales Promotion, Helen Miller; N. J. Bottle Sales, John Lapp; N. J. Draught Sales, Andy O'Brien; New York Office, Lucy Gruebler; Payroll-Accounting, Fred Wilhelm; Personnel, Millie D'Alessandro; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; General Transportation Office, Frank Winnicki; Warehouse, Al Platz; Albany, Bill Peterson; Baltimore, Eleanor Chaney; Cranston, Mary R. Mullen; Fairfield, Adele Daley; Hamden, Nancy O'Day; Red Bank, Peggy Lund; Tillson, Elaine F. McCann; Washington, Frank E. Connett; Wethersfield, Lenore Magnell.

TRADEMARK "THREE RINGS"
REG. U. S. PAT. OFF.
COPY. 1964 P. BALLANTINE & SONS

Chuckerel and Send Tie For Golf Tourney Honors

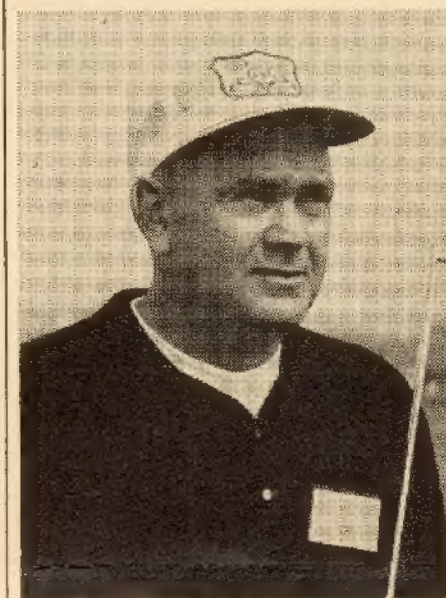
Carmen Chuckerel and John Send tied for low gross honors in the "A" Flight of the Employees' Spring Golf Tournament with cards of 82. Stanley Krok took low net honors in the Flight with a 70.

In the "B" Flight, Joe Lyman was the low gross winner with a 90 and Jim Davison took low net with a 70. In the "C" Flight, Joe Sporzyc and John Merklinger tied for low gross with 102 and Bill Miele was the low net winner with a 72.

The hole-in-one contest was won by Cliff Sausville with a shot that came within nine feet of the cup. A blast travelling 251 yards won the long-drive contest for Joe Dolan.



Carmen Chuckerel



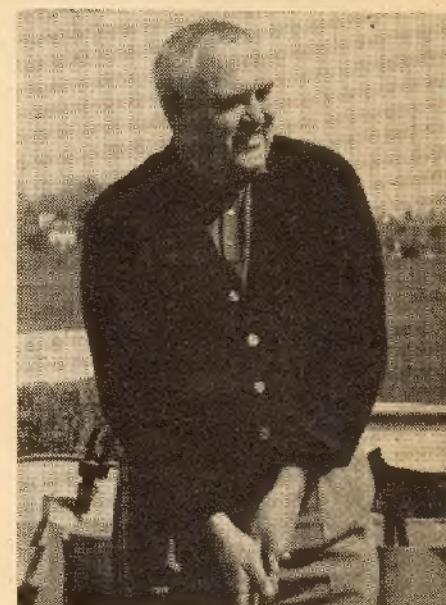
John Send



Stanley Krok



Cliff Sausville



Joe Dolan

On Sale at Three Ring Shop



NOW AVAILABLE — These useful items are available for employees at the Three Ring Shop. From left are a sports cap, which sells for 45 cents; a "Storm Master" lighter, which costs \$1.29; a "Dri-Pak" match container, priced at \$.16; a key chain float, which costs \$.17 and a floating fish knife which sells for only \$.45.